

# WASATCH COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	23,705	24,417	-	-	
Total Non-Ag Employment	5,840	6,024	-	-	
Non-Ag Avg Monthly Wage	\$2,598	\$2,605	-	-	
Per Capita Income	\$26,608	27,442	-	-	
Unemployment Rate*	9.7%	7.9%	-	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$90,697,741	\$100,443,461	-	-	
Travel & Tourism Related Employment	1,707	1,814	-	-	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$4,743,555	\$5,297,401	-	-	
Transient Room Tax	\$816,634	\$1,089,446	\$1,154,835	6.0%	
Restaurant Tax	\$321,425	\$367,311	\$384,853	4.8%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$267,088,259	\$295,589,540	-	-	
<b>REGIONAL VISITATION COUNTS</b>					
Skier Days at Utah Resorts	4,048,153	4,223,064	3,802,536	-10.0%	
Wasatch Mountain S.P.	359,871	357,696	256,877	-28.2%	
Deer Creek S.P.	359,365	305,748	360,565	17.9%	
Utah Lake S.P.	278,664	285,359	280,422	-1.7%	
Jordanelle S.P. (2 Locations)	265,208	257,675	323,689	25.6%	
Timpanogos Cave N.M.	120,238	96,963	136,764	41.0%	
Rockport S.P.	132,415	146,314	157,575	7.7%	
Starvation S.P.	61,539	70,044	89,697	28.1%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2010 calculations

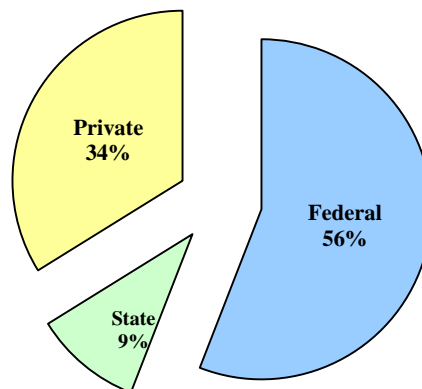
r= revised

Land Ownership - 2012		% Total
<b>Total Acres in County</b>		<b>100.0%</b>
<b>Federal Government</b>		<b>55.9%</b>
BLM		0.4%
US Forest Service		55.5%
National Park Service		--
National Wildlife Service		--
Other •		--
<b>State Government</b>		<b>10.3%</b>
Utah State Parks & Recreation		3.0%
Utah State Wildlife Reserves		4.9%
State Trust Lands		2.3%
Other ••		--
<b>American Indian</b>		<b>0.4%</b>
<b>Private*</b>		<b>33.8%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



# Wasatch County Tourism Profile

---

